

## REMARKS

In response to the above-referenced Decision, Applicants amend the application and seeks reconsideration thereof. In this response, 9 claims have been amended, no claims have been added and 1 claim has been cancelled. Accordingly, claims 1-4, 6, 11, 16-17 and 24-34 are pending. Applicants' amendments are designed to specifically clarify that a user can select an individual specific seat of interest, i.e., if the user wants seat 4D, that specific seat can be selected. Applicants submit that this is not an analogous function to selecting, e.g., Row 4 and having a computer algorithm select an arbitrary seat in Row 4 for the user. Inasmuch as the Board's affirmance and submission of a new ground for rejection relied on the notion that a generalized seating area sufficient to meet the existing language of the claims, Applicants' amendment precludes such an ongoing interpretation.

Accordingly, it is respectfully submitted, Huegel, U.S. Patent No. 5,239,480 at most allows a seating area to be selected as opposed to a specific seat. Accordingly, since none of the additional references cure this deficiency, the various combinations asserted by the Board fail to render Applicants' amended claims obvious. Accordingly, it is respectfully requested that any rejection based on those grounds be withdrawn.

Applicants note that the Board overturned the prior rejection of claim 29. Thus, claim 29 is believed to be independently allowable.

## CONCLUSION

In view of the forgoing, it is believed that all claims now pending are in condition for allowance and such action is earnestly solicited at the earliest possible date. If there are any additional fees due in connection with the filing of this response,

please charge those fees to our Deposit Account No. 02-2666. Questions regarding this matter should be directed to the undersigned at (310) 207-3800.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

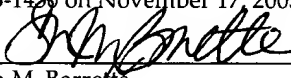
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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Appeal Brief-Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on November 17, 2005.

  
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Susan M. Barrette

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